

CONFIDENTIAL

INVESTMENT OFFERING

PIIONEER DEPOT

Downtown Hogansville, Georgia

Where history meets momentum.
Own the heart of a town being reborn.



THE HOGANSVILLE STORY

A town with roots — and a renaissance you can step into

THE ROOTS

Hogansville was built by the railroad. Founded in the 1850s along the Western & Atlantic line, it grew into a place where goods moved, merchants gathered, and neighbors knew each other by name.

That foundation hasn't faded. It's preserved. Walk East Main Street today and you're not looking at a recreated downtown — you're stepping into something real. The original brick, the wide sidewalks, the rhythm of a town that never needed to pretend to be something it's not.

THE NEW CHAPTER

Hogansville is writing a new chapter — and it's not speculative, it's happening.

Just minutes away, Kia anchors the region with thousands of jobs, creating steady economic gravity. Amazon's new distribution facility signals continued investment and long-term confidence in the corridor. Over 1,000 new residential units are approved or underway — bringing new neighbors, new energy, and new opportunity to a town that's ready for it.

DOWNTOWN ENERGY

Downtown isn't being rebuilt — it's being reactivated.

The Historic Train Depot serves as the social heartbeat of Main Street, hosting events, gatherings, and everyday moments that turn a place into a community. The restored Grand Hotel brings back 1890s charm with modern relevance. Around it, small but meaningful additions — a coffee shop you'll return to, a wellness studio that knows your name, a craft cocktail bar that fills up on weekends — are creating something rare: momentum without losing identity.

"Affordability, authenticity, and a sense of belonging you can actually feel — on a quiet weekday evening when everything just fits."



THE GRAND HOTEL COURTYARD

Historic gardens · covered porch · event venue · Part of the Pioneer Depot portfolio



HUMMINGBIRD FESTIVAL

Hogansville's crown jewel · every October · most visited event in the region

LIFESTYLE & PLACE

West Point Lake · Downtown Hogansville · Community & Culture



WEST POINT LAKE

525-mile shoreline · boating · fishing · kayaking · birding



DOWNTOWN HOGANSVILLE

Walkable · historic · alive

LIFESTYLE AMENITIES

Hummingbird Festival

Hogansville's crown jewel — held every October, this is the most searched event in the region. Hundreds of vendors, live music, and thousands of visitors converge on Main Street for a celebration that has put Hogansville on the map.

Historic Royal Theater

Built in the Art Deco era and now serving as City Hall, this architectural gem is among the most photographed and visited sites in town — a centerpiece of the downtown revitalization story.

Tower Trail & 1916 Water Tower

A beloved local trail connecting the historic 1916 water tower to downtown — scenic, accessible, and a quiet reminder of the city's layered history.

Lake Jimmy Jackson Park

The primary natural escape within city limits. A beach area, fishing, and picnic spots make it a top-ranked outdoor destination for residents and visitors alike.



ON THE WATER

Paddling · 15 min from downtown

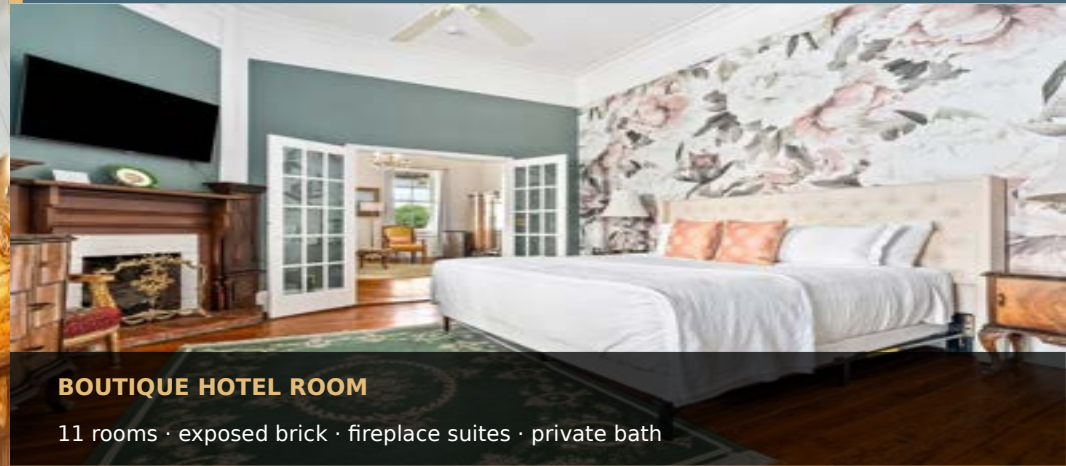
THE GRAND HOTEL

303 E Main Street · 8,000+ SF · Anchor Asset



THE 1890 ROOM

Craft cocktail bar · Original 1890 woodwork & vaulted arches · Barrel-aged spirits



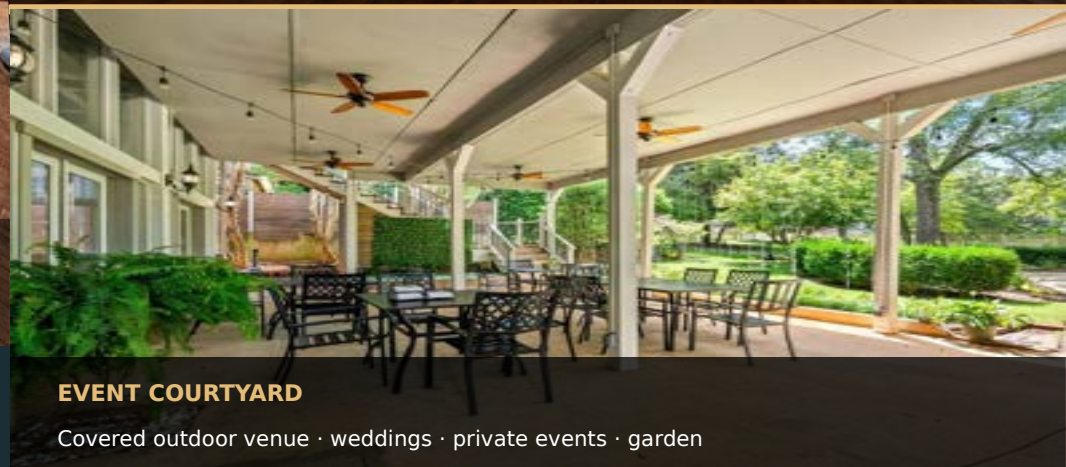
BOUTIQUE HOTEL ROOM

11 rooms · exposed brick · fireplace suites · private bath



GRAND PARLOR SUITE

Chandelier · original pine floors · event-ready entertaining



EVENT COURTYARD

Covered outdoor venue · weddings · private events · garden

THE HISTORIC DEPOT

100 E Main Street · c.1880 · Fully Restored · Anchor Asset



Alter Coffee Co. · Historic Depot tenant

THE GATHERING PLACE

Built circa 1880 as Hogansville's railroad depot, this 8,000 SF landmark has been carefully restored and reimaged as the social anchor of East Main Street.

Known locally as the most loved gathering space in town, the Depot hosts Alter Coffee Co., a local pub, and Baraca Plants — with a commercial kitchen and covered patio that make it a living example of adaptive reuse.

The bones are extraordinary: original brick, exposed timber, arched windows, and a landscaped green space that opens the building to the community it was built to serve.



Alter Coffee · Lounge & community space



Depot flex space · Event & retail interior

THE DISTRICT

16 Additional Properties · Main Street · Commerce Street · College Street



E MAIN STREET

Street presence · block frontage



THE GRAND BARBER

307 E Main · Grand Hotel tenant



MED SPA & WELLNESS

203½ Main · brick & tin ceiling



THE BRODIE GROUP

306 E Main · co-working studio



THE INVESTMENT THESIS

A Town at an Inflection Point

THE MOMENT

Hogansville sits in one of the Southeast's most powerful growth corridors — Interstate 85, running south from Atlanta through Fayette and Coweta counties toward Auburn, Alabama.

For years, that growth swept past Hogansville. Not anymore.

THE CATALYST

Amazon's new distribution facility is the game-changer — the first major employer to put Hogansville directly on the map. Not nearby. Here.

Kia has long anchored the region with 14,000+ jobs and 35+ suppliers. That gravity is now pulling toward Hogansville in a way it never has before.

THE SIGNAL

Over 1,000 new residential units are approved or under construction right now. Builders don't bet on markets without conviction.

This is what early looks like.

14,000+

Kia direct jobs · in the corridor

1,000+

New residential units approved

#1

Amazon — first localized catalyst

THE STORY

& THE HANDOFF

Stewardship · Vision · Continuation

A FOUNDATION ALREADY IN PLACE

What makes this opportunity unique is not just location — it is the work that has already been done.

The current ownership group spent years assembling a critical mass of downtown assets, preserving and enhancing the historic character, and reintroducing energy and viability to the core. What was once overlooked is now positioned to matter again.

The heavy lifting is complete.

This is not a blank canvas — it is a downtown that has already been stabilized, elevated, and prepared for its next phase.

THE HANDOFF

This offering represents a transition.

From vision to execution.

From assembly to expansion.

From possibility to realization.

The next owner is not starting the story — they are being handed the pen for the town's next chapter.



The 1890 Room — restored to its original grandeur



East Main Street — the heart of the portfolio



The Historic Depot courtyard — brick path, garden, rail car

"Few opportunities offer the ability to shape the identity of an entire downtown at the exact moment the market begins to recognize its value."

THE NUMBERS

Pioneer Depot Portfolio · Commercial Package · \$5,590,000

\$307,200

Current Annual Rent

Occupied income · 30 active tenants

\$105,600

Vacancy Upside

Unrealized income · existing vacancies

\$412,800

Stabilized Potential

Fully leased · no new acquisitions needed



DEAL STRUCTURE

| | |
|---------------------------|---------------------------------|
| Entire Portfolio | \$5,590,000 bulk |
| Commercial Package | 17 buildings, priced separately |
| Residential Land | 17 parcels · 2.5 AC |
| Select Individual | Buildings & lots available |
| LOI Format | Non-binding LOI → PSA |
| Tours | Coordinated on request |

RESIDENTIAL LAND PACKAGE — INCLUDED IN BULK ASK

17 parcels · 2.5 acres · Blue Creek Subdivision & infill lots · Utility access in most locations · Suitable for spec homes, duplexes, or land banking ·
Current income: \$0 → Development upside: significant given 1,000+ new units entering market

PIONEER DEPOT

Downtown Hogansville, Georgia

Own the Heart of Downtown.

This is a rare opportunity to acquire the historic commercial core of one of Georgia's most compelling emerging small cities — complete with anchor assets, active tenants, and land positioned for the growth wave already underway.

\$5.59M

17

**62,661
SF**

c.1880

Est.

YOUR ADVISOR

Kendall Butler

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atmospheric evening shot of main street

"A corridor of craftsmanship behind you. A corridor of opportunity ahead."